

WHAT IS CLAIMED IS:*Sub A' 7.*

1. A method for managing the cross-channel interactions of a customer, comprising:
- 5 identifying a first interaction on a first channel and a second interaction on a second channel;
- identifying a customer associated with the interactions;
- recording a dialogue corresponding to the first and second interactions; and
- 10 using the dialogue to modify at least one of the interactions.

2. The method of claim 1, further comprising:

 using the dialogue to modify at least one of the channels.

15 3. The method of claim 1, further comprising:

 identifying a first subject matter associated with the first interaction and a second subject matter associated with the second interaction;

 connecting a first service provider to the first interaction based upon the first subject matter and the first channel; and

20 connecting a second service provider to the second interaction based upon the second subject matter and the second channel.

4. The method of claim 3, further comprising:

 enforcing a plurality of business policies for each of the channels and
25 each of the interactions; and

 enforcing a plurality of customer profiles for each of the channels and each of the interactions.

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5. The method of claim 4, further comprising:
alerting the first service provider to take a plurality of actions with
the customer based upon the first interaction, the first channel, the first
subject matter, the business policies, and the customer profiles.
6. An apparatus for managing cross-channel interactions between
a customer and a business, comprising:
a plurality of devices interfaced to said customer;
means for identifying a first interaction on a first channel of one of
the devices and a second interaction on a second channel of another of the
devices;
means for recording a dialogue corresponding to the first interaction
and the second interaction;
means for associating the customer with the first and second
interactions; and
means for using the dialogue to modify at least one of the
interactions.
- 20 7. The apparatus of claim 6, further comprising:
means for using the dialogue to modify at least one of the channels.
8. The apparatus of claim 6, further comprising:
means for storing a customer profile associated with each of the
interactions; and
means for retrieving the customer profile associated with each of the
interactions.

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9. The apparatus of claim 8, further comprising:
means for enforcing a plurality of business policies for each of the channels and each of the interactions; and
5 means for enforcing the customer profiles for each of the channels and each of the interactions.

10. The apparatus of claim 9, further comprising:
means for identifying a first subject matter associated with the first interaction and a second subject matter associated with the second interaction;
10 means for connecting a first service provider to the first interaction based upon the first subject matter and the first channel;
means for connecting a second service provider to the second interaction based upon the second subject matter and the second channel;
15 and
means for alerting the service providers to take a plurality of actions with the customer based upon the interactions, the channels, the subject matters, the business policies and the customer profiles.

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11. A method for managing the cross-channel interactions of a customer while the interactions are occurring, comprising:
establishing a session including a first interaction on a first channel and a second interaction on a second channel;
25 identifying a customer associated with the interactions;
recording a dialogue associated with the first interaction and the second interaction during the session; and

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modifying at least one of the interactions using the dialogue before the session terminates.

12. The method of claim 11, further comprising:

5 modifying at least one of the channels using the dialogue before the session terminates.

13. The method of claim 11, further comprising:

storing a customer profile during the session; and
10 retrieving the customer profile during the session.

14. The method of claim 13, further comprising:

enforcing a plurality of business policies for each of the channels and for each of the interactions during the session; and

15 enforcing the customer profiles for each of the channels and for each of the interactions during the session.

15. The method of claim 14, further comprising:

identifying one of a plurality of subject matters associated with each 20 of the interactions during the session;

connecting one of a plurality of service providers for each interaction based upon the subject matter associated with the interaction and the channel associated with the interaction during the session;

25 alerting one of a number of the service providers to take a plurality of actions with the customer based upon the interactions, the channels, the subject matters, the business policies and the customer profiles during the session.

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16. A method for customizing customer interactions which are initiated by the service provider, comprising:
- 5 providing a customer profile database;
- storing in the customer profile database a plurality of dialogues occurring with a customer;
- 10 initiating a service provider; and
- establishing an interaction initiated by the service provider with a customer extracted from the customer profile database wherein the interaction occurs over a channel.

17. The method of claim 16, further comprising:
- extracting a customer profile from the customer profile database;
- enforcing a plurality of business policies for the interaction and the 15 channel; and
- enforcing the customer profile for the interaction and the channel.

18. A method for connecting a customer interaction to a service provider based upon the interaction and the subject matter of the 20 interaction, comprising:
- establishing a first interaction on a first channel and a second interaction on a second channel with a customer;
- identifying a first subject matter associated with the first interaction and a second subject matter associated with the second interaction;
- 25 selecting a first service provider for the first interaction based upon the first subject matter and the first channel;

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selecting a second service provider for the second interaction based upon the second subject matter and the second channel;

connecting the first service provider to the customer through the first interaction; and

5 connecting the second service provider to the customer through the second interaction.

19. The method of claim 18, further comprising:

enforcing a plurality of business policies for each of the channels
10 and each of the interactions; and

enforcing a plurality of customer profiles for each of the channels and each of the interactions.

20. The method of claim 19, further comprising:

15 alerting the first service provider to take a plurality of actions with the customer based upon the first interaction, the first channel, the first subject matter, the privacy policies, the business policies, and the customer profiles; and

alerting the second service provider to take a plurality of actions
20 with the customer based upon the second interaction, the second channel, the second subject matter, the business policies, and the customer profiles.